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Facoltà di Economia
Faculty of Economics and Management

Competence Centre in Tourism Management and Tourism Economics
(TOMTE)

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Members of the program committee

Serena Volo

(Chair of CBTS 2014)

Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, Italy

Oswin Maurer

(Chair of CBTS 2014)

Thomas Bausch

Munich University of Applied Sciences, Germany

Michael Bosnjak

Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, Italy

Scott Cohen

University of Surrey, United Kingdom

Chris Cooper

Oxford Brooks University, United Kingdom

Giovanni Battista Dagnino

University of Catania, Italy

Daniele Dalli

University of Pisa, Italy

Paolo Figini

University of Bologna, Italy

Ulrike Gretzel

University of Queensland, Australia

Perry Hobson

Taylor's University, Malaysia

A horizontal line drawing of various world landmarks including the Eiffel Tower, Great Wall, Colosseum, and Burj Khalifa.



Practical implications: Chines consumers purchase wine to reward others, to maintain good relationship with others, and to impress others. Describing another explanation for Veblen goods purchase, this study can help European and American wine marketers develop more effective positioning strategies.